Kaizen Partnership

Engagement to Action Model

	CAR PARK	RECEPTION	CHANGING ROOM	TRAINING GROUND	PITCH
Stage indicators	Disinterested or unaware. Interested in other things not specific to the engagement.	Aware of the opportunity. Deeper level of interest; asking questions to find out more. Starting to ask practical questions such as "how much time will it take".	People have made a choice to engage, in whichever way is realistic for them and are clear about what is required of them.	This is their choice in action. They are engaged in the training / preparation process.	People actively participating at the level they committed to.
Overview	This is where there is no real interest or commitment. People are not aware of the opportunity.	More interested and starting to realise that there may be an opportunity for them.	The practical reality of taking part and a clear choice to engage.	Participants receive training to enable them to play the game effectively.	On the pitch, playing the game (often alongside professionals).
Intentions	***Stimulate Interest*** Get into relationship; stimulate sufficient interest to move through to reception.	***Present Opportunity*** Present the opportunity available for them out of engaging. Begin the preparation to move through to the changing room.	***Choice*** Connecting the opportunity to the practical reality ("you want to engage but are you willing to do what it takes?"). They choose and you choose.	***Getting Prepared*** Get them match fit and ready to play. Develop skills, knowledge and attitude needed for playing the game.	***Effective Action*** For the players to work effectively, individually and as part of a team.
Conversations	General chit chat to create relationship; talk about the possibilities that might be available; try and generate interest. Show an interest in them.	Find out what would need to be in it for them in order for them to want to participate. Create a sense that this would be possible (but only if it is!).	Clearly lay out the choice for them. What they can expect from you and what you expect of them.	Focusing on them and their needs. Give feedback and advice. Coach and support.	Acknowledge and coach participation. Give feedback where required.
How to be	Relaxed, informal and interested in them. Not attached to them participating.	Enthusiastic, positive and excited about the possibility for them. Not attached to them participating.	Clear, concise, knowledgeable and firm. Also unattached to whether or not they choose to participate.	Encouraging and honest. Interested in having them play the very best that they can.	Empowering and supportive. Ready to give feedback and coaching.
Barriers to reaching the next stage / performance	Negative past experiences (of your organisation or of authority in general). No commitment to a shared goal; cultural factors.	Practical concerns such as health, child care, time etc.	Unable / unwilling to do what it would take to participate fully.	Overestimation of their ability to commit.	Lack of a referee. An ineffective manager. Policies and procedures and bureaucracy. Professionals' attitudes.

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